

WHAT IS CLAIMED IS:

1. A method for providing specific subject-related advertisement on a digital disc, which advertisement is related to specific content on the digital disc, the method comprising the steps of:

- (a) extracting information from the content;
- (b) correlating the extracted information to pre-determined advertisements; and
- (c) placing the correlated advertisement on the disc for providing the specific subject-related advertisement to a user.

2. The method as in claim 1, wherein step (a) includes extracting either individually or in combination metadata, text, facial recognition, event, or date/time and/or place.

3. The method as in claim 1, wherein step (b) includes:
(b1) correlating the extracted information to either products, services, or employment and/or membership opportunities.

4. The method as in claim 3, wherein step (c) includes placing the information related to either products, services, or employment and/or membership opportunities on the disc.

5. The method as in claim 1 further comprising the step of extracting information related to use of an electronic device.

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